

Ziwen Zeng

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EDUCATION

University of California San Diego - La Jolla **Intended grad:** Mar.2020 Attending Graduate School in Sep 2020
B.S in Cognitive Science (Specialize in human computer interaction & Design), Minor Economics
Cumulative GPA 3.60/4.0 **Major CPA:** 3.8/4.0 **Honors:** Provost Honor

INTERNSHIP EXPERIENCES

UX Researcher; UCSD The Design Lab; San Diego *Dec 2019 - Current*
Principle Investigator: Prof Steven Dow

- Collaborated in the mixed-method study on exploring how creators publicly request feedback in an open online community
 - Help designed, conducted, analyzed 12 semi-structured interviews and drew out affinity diagrams
 - Qualitatively coded and analyzed 900 sampled online post requests
 - Conducted big data analysis, statistical modeling and Nature Language Processing on 300k text-based online post requests.
 - Collaborated in writing the academic research paper
- Collaborated in the mixed-method study on investigating system designs to improve the process of moderating online discussion at news websites
 - Qualitatively coded data visualizations in 200k news articles
 - Conducted data analysis, including data visualization, statistical modeling, semantic analysis
 - Clustered 420k news articles for topic-modeling using NLP, Unsupervised Machine Learning (K-means, Spectral Clustering, etc.)
 - Create prototype and implement system designs, design related human subject research experiments (on-going)

UX Designer Intern; Qualcomm Institute; San Diego *Jan - Sep 2019*

Supervisor: Scott Blair (Graphic Designer), **Alicia Clarke** (Director of communications for QI)

- Identify the problem and initiate the project “Paired”, a mobile app that helps connect students and on-campus research opportunities after market research, user research (interview & survey) and competitive analysis.
- Led the core design solutions and key features of “Paired”, created color palette, conducted User Test.
- Completed final prototype of “Paired” via Photoshop and AdobeXD and presented to development team
- Paired is expected to publish in fall 2020 to increase interdisciplinary practice of UC San Diego Seventh college

PROJECTS

UIUX Designer in Professional Web Design with Client Lito Nails; *Jan - Mar 2019*

- Conducted user research (client survey, customer interview), personas, competitive analysis to finalize design brief.
- Keep good and close communication with the client through planned bi-weekly meeting to determine key goals and objectives of the site and meet with client’s expectations.
- Completed user research and a high-fidelity prototype in ten weeks currently being used by the client.

Lead UIUX Designer/Project Manager in Mobile App Design (Med Alarm) *July – Sep 2018*

- Med Alarm is specially designed to assist elderly people via managing their medicine intake.
- Led the design vision to set project direction, key features (two interactive interfaces and “scan bar code” for auto-fill in) and visual designs. Ended up with a high-fidelity prototype after need finding, storyboarding, paper prototype, wireframe and user testing.

SERVICES

- **COGS118A: Supervised Machine Learning**, *Teaching Assistant* *Jan 2020 – current*
- **COGS108: Data Science in Practice**, *Teaching Assistant* *Sep - Dec 2019*

SKILL

Programming: Java, Python, HTML, JavaScript, D3.js, Node.js, jQuery, SQLite.

Design: Sketch, AdobeXD, Photoshop, Figma

Qualitative methods: Interview, Persona, Storyboarding, Usability test, Qualitative Coding, Affinity Diagram, Prototyping

Quantitative methods: Statistical Modeling, Machine learning models, Natural Language Processing (NLTK, WordNet, Gensim, BagofWords, etc.)